

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of )  
Dan Kikinis )      Examiner: Schnurr, John R.  
Application No. 10/085,886 )      Art Unit: 2421  
Filed: February 27, 2002 )      Confirmation No.: 7769  
For: METHOD AND SYSTEM FOR )  
ADVERTISING BASED ON THE )  
CONTENT OF SELECTED )  
CHANNELS OR BROADCASTED )  
PROGRAMS )

**Attorney Docket Number: 007287.00017**

**AMENDMENT AFTER FINAL**

U.S. Patent and Trademark Office  
Mail Stop Non-Fee Amendment AF  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Dear Sir,

In response to the final Office Action mailed September 7, 2011, Applicant submits the following amendments and remarks:

**Amendments to the claims** are reflected in the listing of claims, which begin on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.

Applicant requests a one month extension of time for the submission of this paper. If any fees are required or if an overpayment is made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly.